

Summary of UW Evans School Projects (Matt Arakaki)

Intro

- Series of **three papers from students** from the *University of Washington* Evans School of Public Affairs.
- Guiding Vision for all three reports:
Create a culturally diverse and prosperous Rainier Beach where sustainable community economic development approaches foster local new and growing businesses and expand employment opportunities for residents.

Community Driven Economic Development Strategies

James Michael Bush

- This paper looks at how community based developments can provide economic stability and **preserve the diversity** in the community.
- The paper analyzes two precedents to understand how community involvement can **spark new developments and investments** in the neighborhood.
 - **Market Creek** is a result of coordination between residents, businesses and non-profit organizations in both planning and ownership.
 - New developments in **Dudley Street** are a result of a community based organization that took ownership of vacant lands (through eminent domain) and attracted new investments.
- Potential opportunities to create **a multicultural center** through community based economic development strategies.

Mixed Use Alternatives for Rainier Beach Economic Development

John Vander Sluis

- This paper looks at the potential for low-impact production businesses as a viable solution in the community while providing jobs with **livable wages for people** in the neighborhood.
- Using Rainier Beach's **location as an asset** to attract new businesses that have not been traditionally located in a residential neighborhood.
- **Analyze the feasibility** of what businesses can be located in a residential neighborhood. (Some include graphic designers, auto repair, custom woodworkers, etc.)
- Increase jobs close to homes while creating a more **diverse economy** in the neighborhood.

Using Small Business Technical Assistance to Preserve Diversity in Rainier Beach

Andrea Lehner

- This paper looks at how small business technical assistance can help to embrace the **diversity** within the neighborhood.
- Technical assistance can help **small businesses** in areas such as marketing, visual merchandising, accounting and strategic planning for growth.
- Rainier Beach has a **saturated market** because of the lack of networks while there may be other opportunities in the regional context. (Manufacturing, Life Sciences, Information and Communication Technology)
- **Seattle technical assistance programs** are thorough but lack an approach to cater to a diverse population.

Conclusion

- Not a final solution but present **three different opportunities** to maintain diversity in the neighborhood while promoting growth within the community.
- Possible areas of study by an **economic consultant** to promote economic growth within the existing framework of the neighborhood.

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Community Driven Economic Development Strategies

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1. Current Economic Limitations of Rainer Beach (Pg 7)
 - a. Lack of business support across racial and religious lines.
 - i. Businesses often target a specific group which limits their client market.
 - b. High cost of commercial rents
 - c. Uninviting commercial core
 - i. Exterior store fronts unattractive and uninviting to customers
 - d. Transient Local Populations
 - i. Little incentives to settle down in area.
2. Theories of Economic Development (pg 8)
 - a. Central Place Theory
 - b. New Market Theory
 - c. New Local Economic Development Theory
3. Case Studies
 - a. Market Creek, San Diego (pg 13)
 - i. Similar to Rainer Beach because of low median income and large diversity in community.
 - ii. Planning process and development heavily influenced by residents.
 1. Opportunity to buy shares in development and also contribute to the design and implantation process.
 - iii. 20% ownership of development held by residents
 - iv. Employment Opportunities
 1. Training programs in the construction field
 2. 70% of jobs filled locally
 - b. Dudley Street, Boston (pg 23)
 - i. Diverse community with high vacancy rates in the neighborhood
 - ii. Dudley Neighborhood Initiative founded from the neighborhood residents.
 1. Gained vacant property through eminent domain
 - iii. DSNI Helped to spark new private investments around community goals
 - iv. Urban Agriculture Initiative
 1. Allocate land dedicated to community gardens
 2. Federal funds to build a community greenhouse
 3. Helped to teach residents agriculture skills
4. Community Drive Strategies for Rainer Beach

Strategy	Civic Capacity	Job Creation	Political Feasibility	Funding Sources	Equity
Resident Investment	HIGH	HIGH	HIGH	HIGH	HIGH
Community Control	MODERATE	LIMITED	LIMITED	MODERATE	MODERATE
Status Quo	LIMITED	LIMITED	MODERATE	LIMITED	LIMITED

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Mixed Use Alternatives for Rainer Beach Economic Development

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1. Economic Development Strategies (pg 39)
 - a. Jobs-Housing Mismatch and Place-Based Strategies – Eliminate physical separation between the poor and the jobs.
 - b. Competition – Competitive advantages in lower income neighborhoods such as location and local demand.
 - i. Table 15. List of assets apparent in Rainer Beach (pg 40-44)
 - c. Cluster Theory – Strategy targets clusters of industry and aims to locate near one another.
2. Production, Distribution, and Repair (PDR) (pg 46)
 - a. Identify different Businesses that fall under PDR
 - i. ...that produce goods
 - ii. ...that move goods, people, or information
 - iii. ... that repair goods
 - b. PDR Types
 - i. Light PDR - Provide direct repair or services
 - ii. Medium PDR – production and distribution
 - iii. Core PDR – most intense, highest noise levels
 - c. PDR Wages (pg 49)
 - i. Offer opportunity with reasonable wages to people with low educational levels
 - d. Industrial Opportunity
 - i. Seattle’s location as a hot spot for industrial growth
3. Low-Impact Production Business Success in Rainer Beach (pg 63)
 - a. Neighborhood Compatibility & Predictability
 - i. Consider freight requirements for larger shipping trucks
 - ii. Ensure neighborhood has building types to accommodate for light industrial uses.
 1. Compatible Building Types. Table 24. Summary of buildings (pg 80)
 - a. Flex Buildings (pg 67)
 - b. Incubator Buildings (pg 69)
 - c. Mixed Use & Transitional Buildings (pg 71)
 - d. Live/Work Buildings (pg 72)
 - e. Office/Showroom Buildings (pg 74)
 - f. Warehouse & Distribution Buildings (pg 75)
 - g. Manufacturing & Assembly Buildings (pg 76)
 - h. Research & Development Buildings (pg 78)
 - iii. Hours of Operation, light levels, noise and odors should be considered so that they do not affect the residential neighborhood
4. Case Studies
5. Conclusion (pg 166)
 - a. Low impact production jobs can help to support people without college degrees by providing higher wages than other jobs available.
 - b. Many of these uses are compatible with the community
 - c. Location with easy access to downtown as a valuable asset to area

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6. Recommendations (pg 167)
 - a. Determining Neighborhood Values (pg 168)
 - i. Determine idea of tolerance of light industrial in neighborhood
 - b. Promoting Low Impact Production Businesses (pg 169)
 - i. Change zoning code to promote low-impact production businesses
 - c. Addressing Market Challenges (pg 171)
 - i. Provide tax cuts and funding
7. Map of potential development nodes in Rainer Beach (pg 174)

Using Small Business Technical Assistance to Preserve Diversity in Rainer Beach

Andrea Lehner

1. Importance of Small businesses & micro enterprises as economic driver (pg 7)
 - a. Business addresses particular community needs and often hire locally.
2. The need for technical Assistance (pg 8)
 - a. Need help in areas such as market research, visual merchandising, inventory management, accounting and strategic plan for growth.
3. Small businesses in Rainer Beach (pg 13)
 - a. Many micro enterprises and low revenue earners
4. Cultural differences create isolation of businesses (pg 15)
 - a. Difficult to cross cultures
 - b. Expand product lines offered to regain customers that leave to get goods.
 - c. Big need for better marketing
5. Limited network available to immigrants
6. Technical Assistance Opportunities (pg23-26)
 - a. Describes Best Practices in Technical Assistance areas
 - i. Service: Basic skills to run business and marketing
 - ii. Program: Approach to the business, like help to write a business plan
 - iii. Outreach: Expanding network and customer market
 - b. Technical Assistance available in Seattle (pg 27)
 - i. Summary of providers in the Seattle area and list what services are provided and who they serve.
 - ii. Many resources available in Seattle but author suggest that these may not fit the needs of immigrants
 - iii. Need comprehensive organization to maximize efficiency of these programs by matching business owners with right consultant
7. Business Incubators (pg 34)
 - a. Provide foundation for businesses to get started
 - b. Give new business owners low rents, loans, etc
 - c. Best Practices (pg 37)
 - i. Focus on a certain tenant type rather than attempt to serve a mix of businesses.
 - ii. Have more success when partnered with other resources such as universities, trade schools or community based organizations.
 - iii. Criteria for entrance should be accessible to the local businesses in the neighborhood